



**WOMENSWEAR  
FORECAST**  
SPRING/  
SUMMER 2025  
**MACROTRENDS  
& COLORS  
LINGERIE**



LIVETREND

# MACROTRENDS SS25 INTRODUCTION



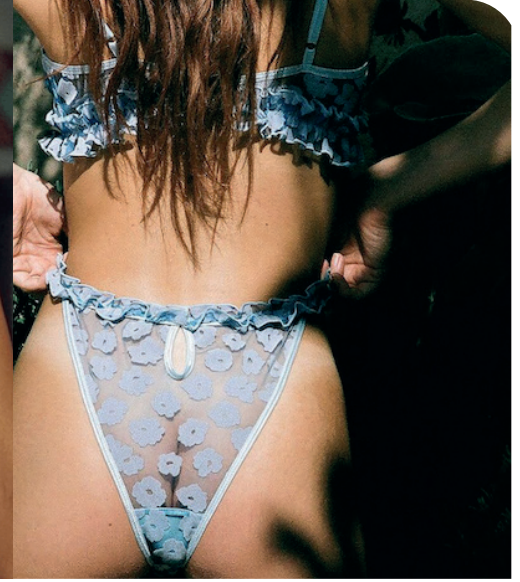
ForLoveandLemons-23.jpg.webp



freepeople52.webp



@vanessamooney\_1.png



@lepetitrou\_7.png



## FORECAST

### SS25: THE QUEST

SS25 is looking for the light at the end of tunnel and is embarking on a quest towards a more regenerative, more connected and more purposeful tomorrow. This quest's balanced approach of empiricism and mysticism is running through all of the season's macro trends. For SS25, the harmony of head and heart speaks of innovation and tradition equally and takes us into an equitable future.

**Find each trend's relating image gallery by clicking on this button on the page**

**ALL IMAGES HERE**

*This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts. The trends in this report are organized by their magnitude and impact. Find the relating icons & stamps on the last slides.*



# LINGERIE COLORS



# LINGERIE DAINTY ORCHARDS

## DAINTY ORCHARD



**Dainty Orchards.** The Dainty Orchards lingerie trend for Spring/Summer 2025 presents a narrative that is inspired by the enchanting beauty of a garden in full bloom. Embracing a dreamy and feminine narrative, delicate embroideries of florals grace the season's trending sheer fabrics in vibrant new hues, evoking the essence of a flourishing garden. Ruffles and frills add an extra layer of femininity to designs, reminiscent of the graceful movement of petals in a summer breeze. To add even more romantic hues, miniature 3D floral embellishments and bows delicately adorn the straps and bra or panty fronts, and are transporting wearers to elegant summer fields where every moment feels like a soft romantic reverie as an escape to challenging realities



# COLOR PALETTE **DAINTY ORCHARDS**



urban-outfitters\_22-683x1024.webp



nette rose.jpg



**Pirouette**  
14-3205 TCX



**Summer Green**  
14-0156 TCX



**Ophmalodes**  
13-4200 TCX



**Pale Banana**  
12-0824 TCX



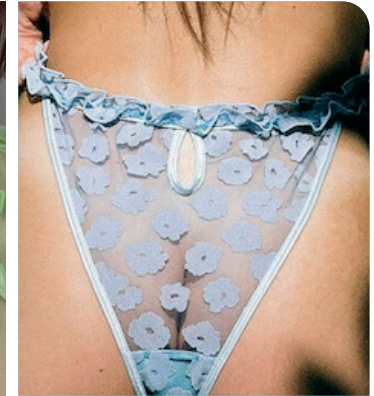
**Durberry**  
17-1647 TCX



**Wild Lime**  
13-0540 TCX



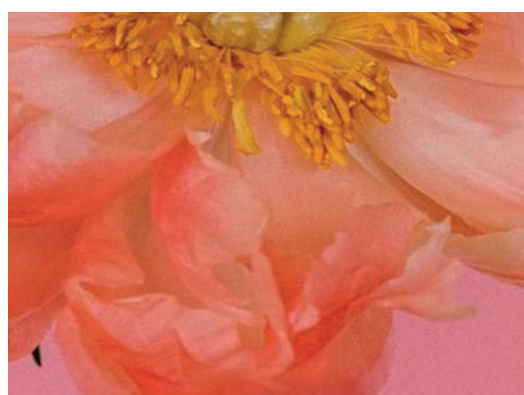
ulla-johnson-.jpg



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ForLoveandLemons-23.jpg.webp



@paulacodoner.jpg



urban outfitters\_30.webp

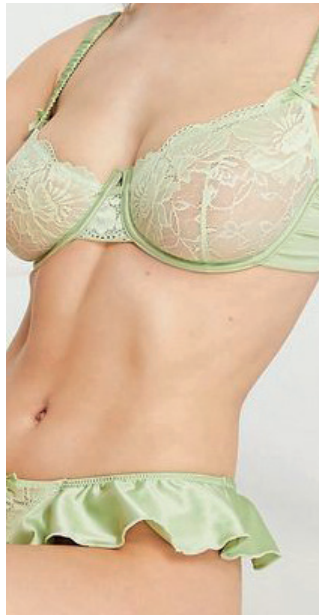
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# KEY LOOKS **DAINTY ORCHARDS**



@gooseberry18.png



asos.jpeg



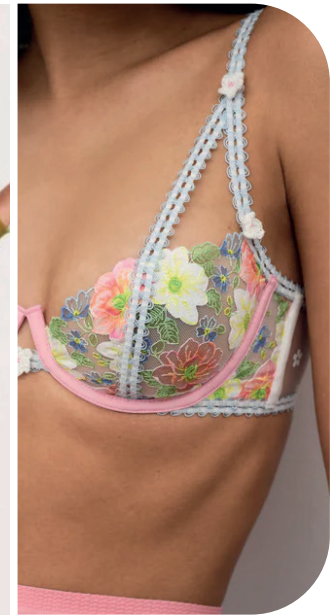
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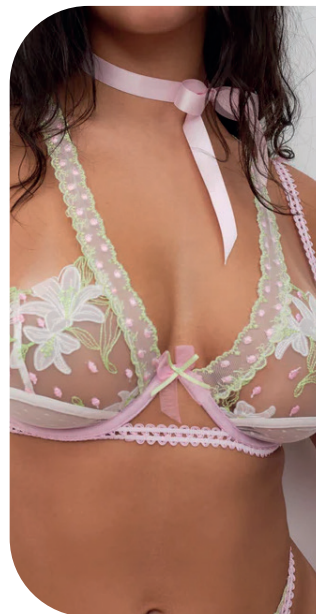
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fleurdumal\_19.png



ForLoveandLemons-23.jpg.webp



ForLoveandLemons-10.jpg.webp



freepeople61.webp



@chichicastelagno.jpeg



@raitboi\_7.png



@lepetitrou\_10.png



freepeople45.webp



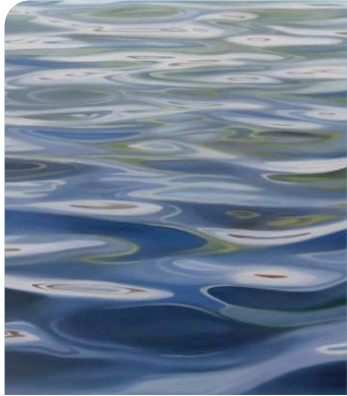
# LINGERIE PURE LINEN

## PURE LINEN



**Pure Linen.** The Pure Linen trend embodies a genderless and gentle aesthetic, drawing inspiration from neutral basics. This narrative showcases unstructured styles with a focus on simplicity, featuring soft cotton bras and alluring sheer highlights. Scooping necklines grace unstructured tops, bras, and bodies with a sensual yet understated allure. Boxers maintain their presence, while the inclusion of typical linen stripes or contrasted hems adds a touch of freshness reminiscent of freshly laundered linens. Overall, Pure Linen captures a timeless elegance with a contemporary twist, inviting individuals to embrace comfort and sophistication effortlessly.

# COLOR PALETTE PURE LINEN



artinteriors.jpeg



@loevchild\_5.png



stripeandstare4.png



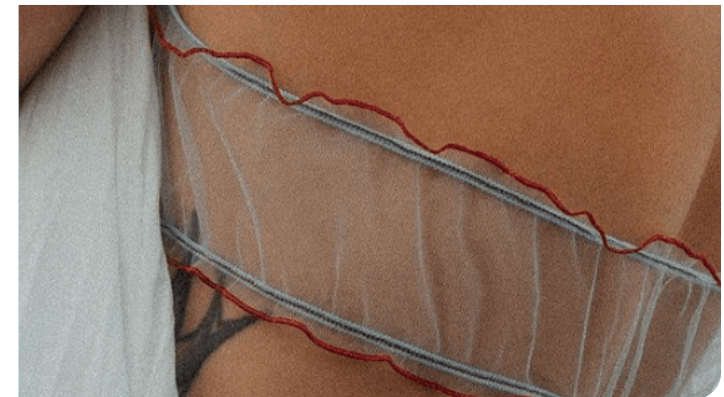
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else-683x1024.webp



etsy.jpeg



@nkdyou2.png

ALL IMAGES HERE



# KEY LOOKS PURE LINEN



yse\_16.png



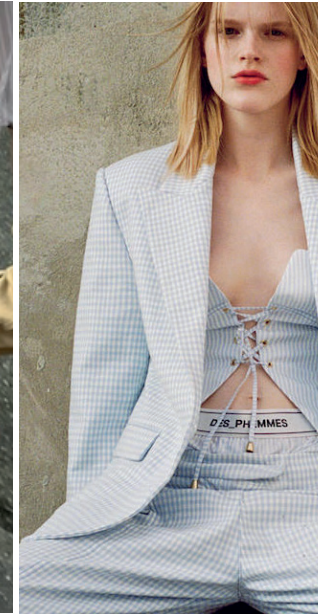
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@gooseberry5.png



@ellakarberg\_3.png



des-phemmes.jpg



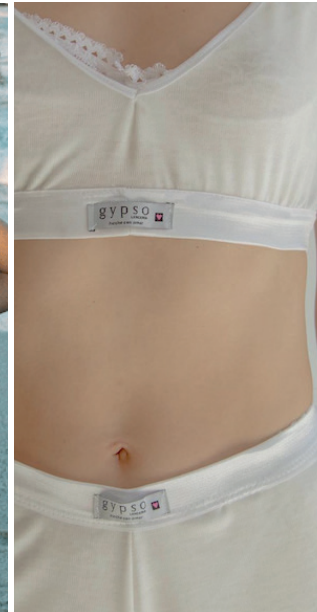
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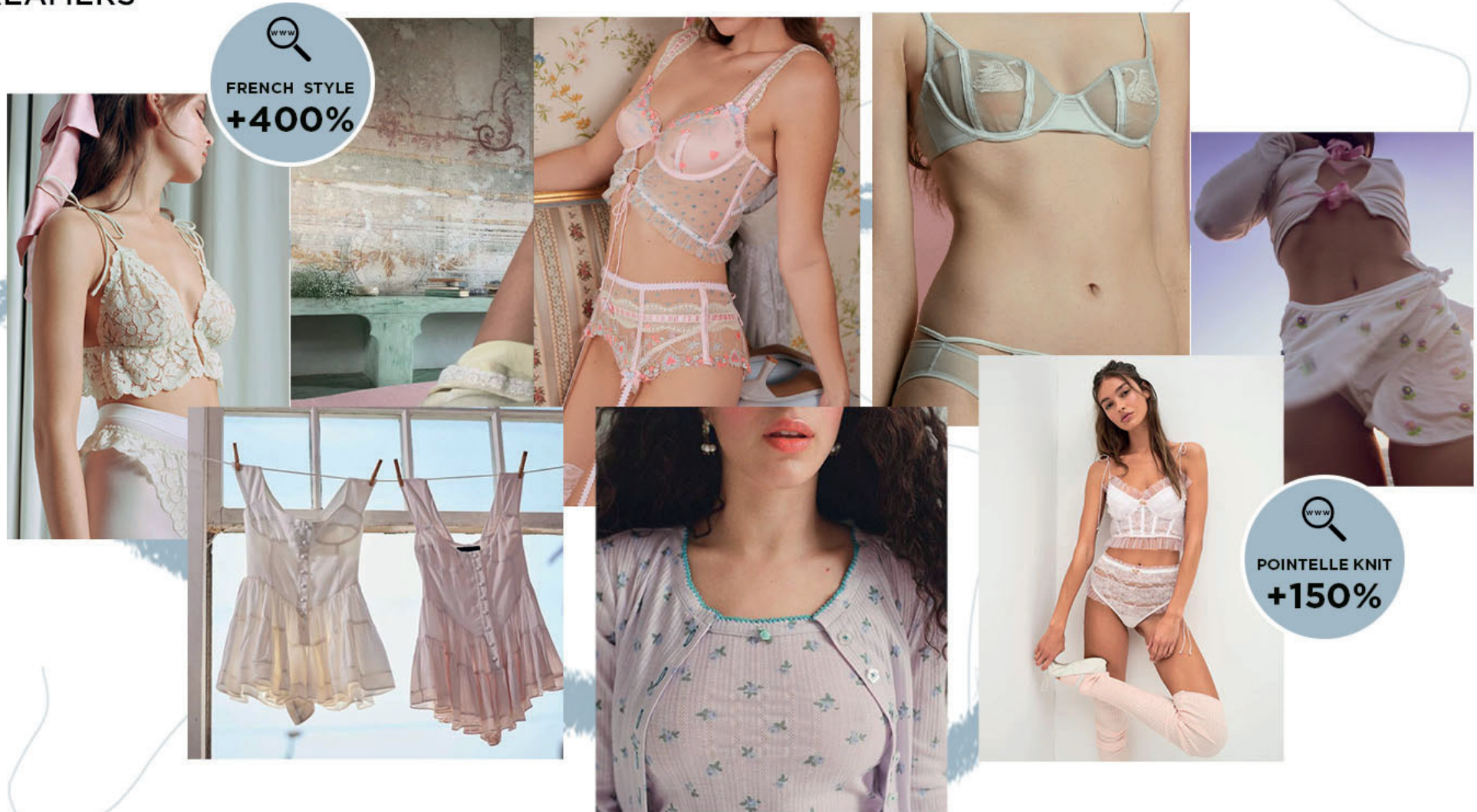


freepeople20.webp



# LINGERIE DREAMERS

## DREAMERS



**Dreamers.** The Dreamers trend for Spring/Summer 2025 embodies a nostalgic sense of ease and conveys a tender femininity, as opposed to the hyper sexual seasons before. Characterized by serene and gentle aesthetics, this lingerie look celebrates soft womanhood with a palette of pure whites and tender pastels. The designs feature intricate pointelle details that evoke a sense of delicate grace and naivety. Simple silhouettes are adorned with soft ditsy prints, tiny bows, and subtle mini embroideries. Styles are mainly crafted from pure cottons and dreamy satins. Each piece exudes understated elegance that is inviting wearers to embrace moments of tranquility and sensitive reflection.



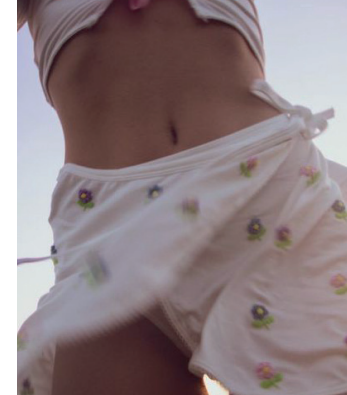
# COLOR PALETTE DREAMERS



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forloveandlemons18-734x1024.png



@dreamersdelicates.jpeg



@raitboi\_6.png



dreamerslingerie.jpeg



conspiracy diary tumblr.jpeg



@flanelmagazine2.jpg

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# KEY LOOKS DREAMERS



coucou intimates18.png



palomo-spain.jpg



shein.jpeg



rat boi2.jpeg



fleurdumal\_1.png



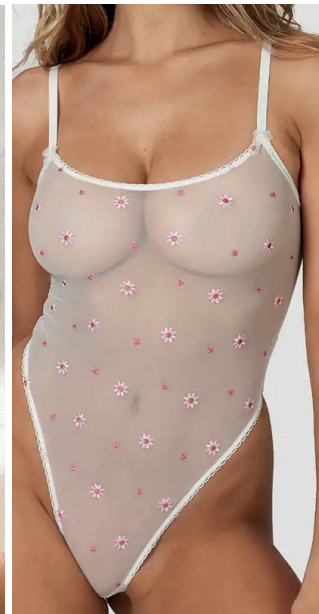
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ForLoveandLemons-34.jpg.webp



@raitboi\_1.png



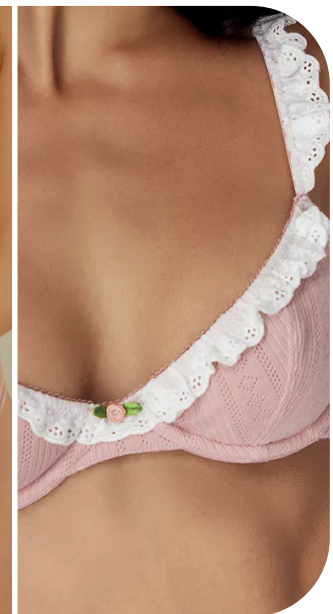
lounge\_20.jpg.webp



freepeople9.webp



fleurofengland3.png



urban outfitters\_20.webp



# LINGERIE NATURAL ETHOS

## NATURAL ETHOS



**Natural Ethos.** The Natural Ethos trend for SS25 epitomizes a soft, natural bohemian story designed to evoke serene moments reminiscent of coastal and provincial summer days. Characterized by crafted openworks and a muted color palette, this narrative embraces pure cottons and simple sheers that are adorned with tender floral embroideries, echoing the beauty of nature. Natural textiles take center stage, infusing a sense of organic authenticity, while a minimal bohemian vibe permeates through the story. Soft volumes and understated details contribute to an overall sense of natural elegance, inviting wearers to embrace a tranquil yet stylish aesthetic that seamlessly harmonizes with the simplicity and beauty of the natural world.



# COLOR PALETTE **NATURAL ETHOS**



yse3.jpeg



@cabanamagazine.jpg



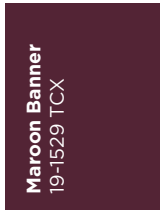
**Clay**  
15-1231 TCX



**Wood Ash**  
14-1108 TCX



**Gleam**  
12-0317 TCX



**Maroon Banner**  
19-1529 TCX



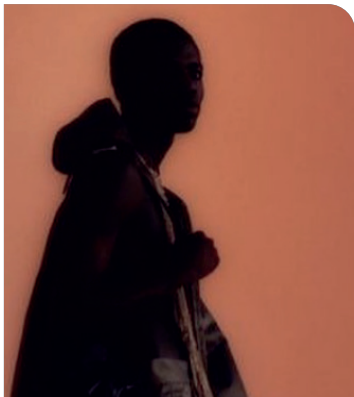
**Roasted Russet**  
19-1541 TCX



**Nectarine**  
16-1360 TCX



@cultgaia\_16.png



@theleoisallinthemind\_2.png



@ignant\_27.png



@yse paris1.png



@plusiaroms\_1.png

**ALL IMAGES HERE**





# KEY LOOKS NATURAL ETHOS



freepeople.jpeg



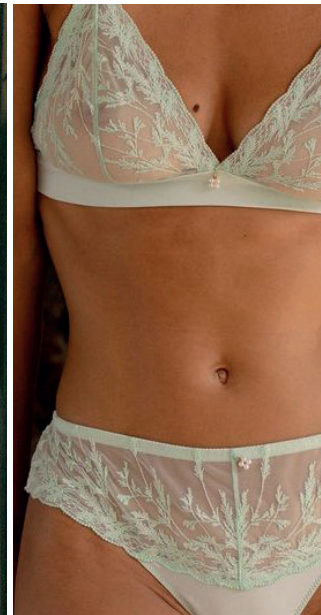
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yse\_1.png



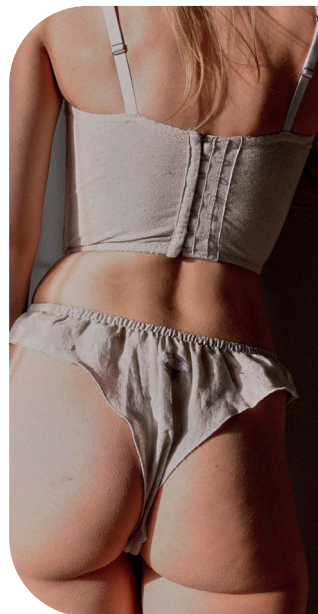
Journelle29 2.png



yse3.jpeg



freepeople50.webp



seelanii\_10.jpg



zara3.jpeg



myla2.jpeg



simone perele.jpeg



freepeople7.webp

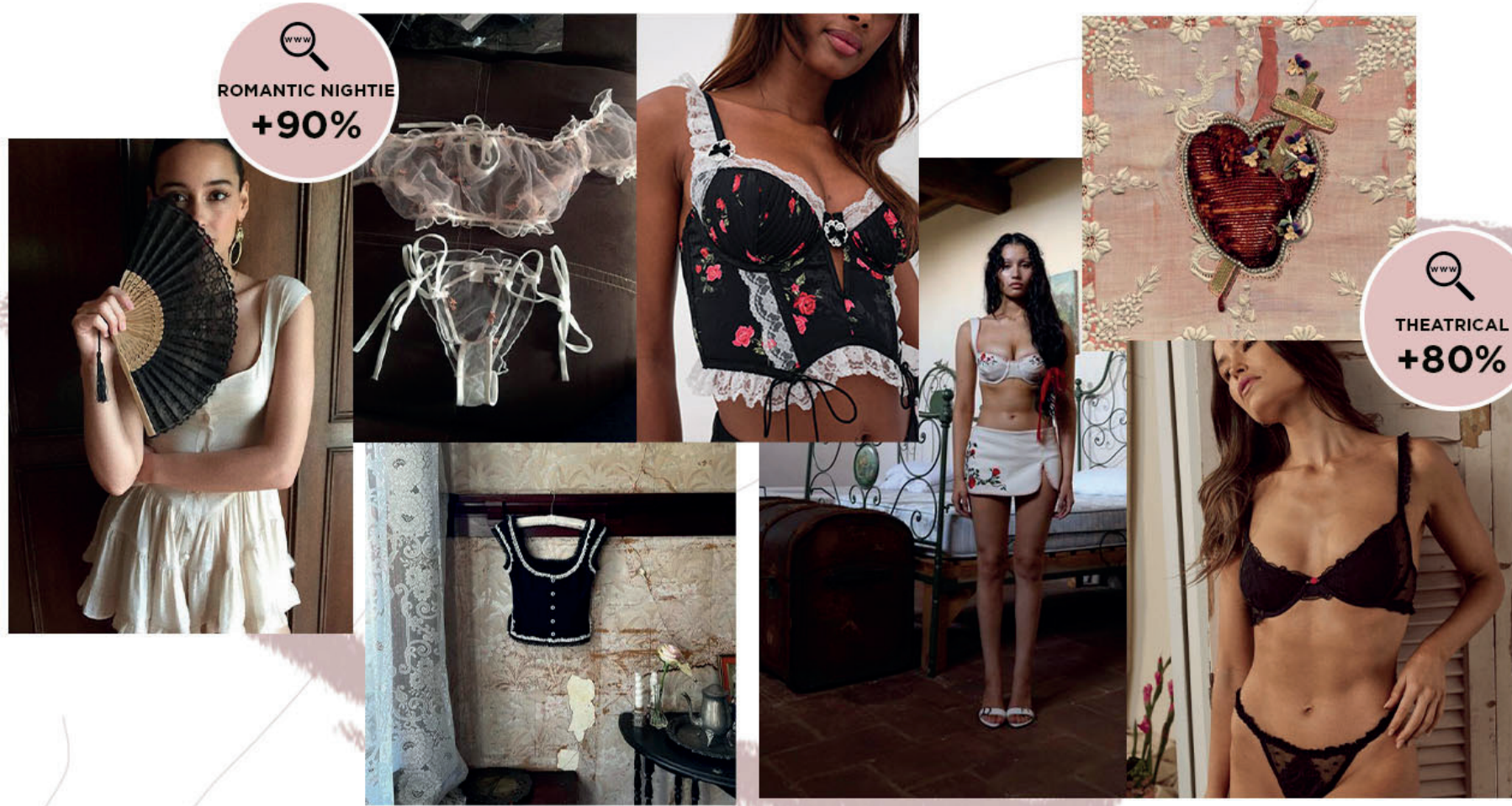


@yse paris3.png



# LINGERIE LOVEFOOL

## LOVEFOOL



**Lovefool.** The Lovefool trend for SS25 transports us to a stage set for a theatrical summer romance, evoking the saltburn-type of nostalgia against the backdrop of an old aristocratic estate. With a palette dominated by dramatic black, white, and red hues, this narrative is adorned with intricate rose motifs, cascading ruffles, and seductive lace-ups. Polka dot elements infuse a playful charm, while an air of old money allure adds a touch of opulence. Corsets and bras feature wide straps, exuding a sense of grandeur and sophistication. Hyper-romantic and brimming with desire, Lovefool speaks a nostalgic language of style, inviting wearers to indulge in the timeless allure of passion and longing.



# COLOR PALETTE LOVEFOOL



@lesliechang\_4.png



@lepetitrou\_4.png



**Bittersweet**  
17-1663 TCX



**Potpourri**  
13-2004 TCX



**Antique White**  
11-0105 TCX



**Black Beauty**  
19-3911 TCX



**Maroon Banner**  
19-1529 TCX



**Wood Ash**  
14-1108 TCX



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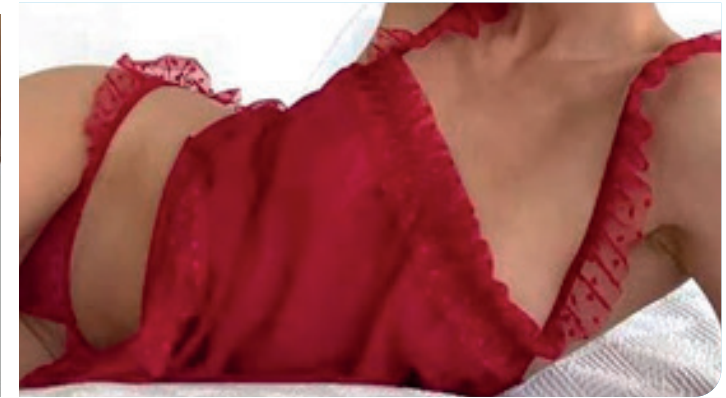
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faitparfouthc-.jpeg



onlyhearts11.webp

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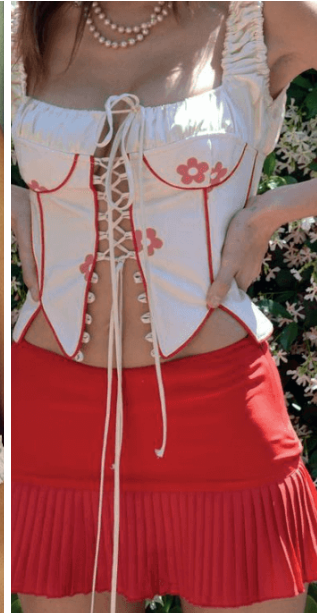
# KEY LOOKS LOVEFOOL



urban outfitters\_27.webp



@vanessamooney\_1.png



@faitparfouth5.png



urban outfitters\_43.webp



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ForLoveandLemons-60.jpgwebp



kat the label.png



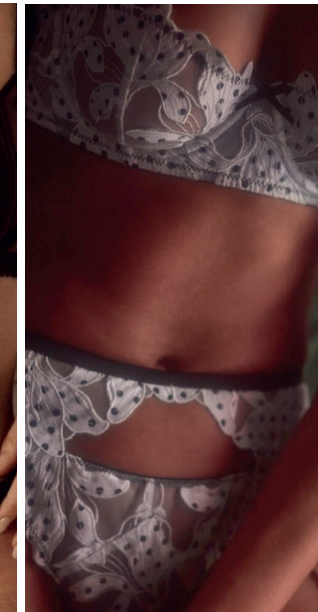
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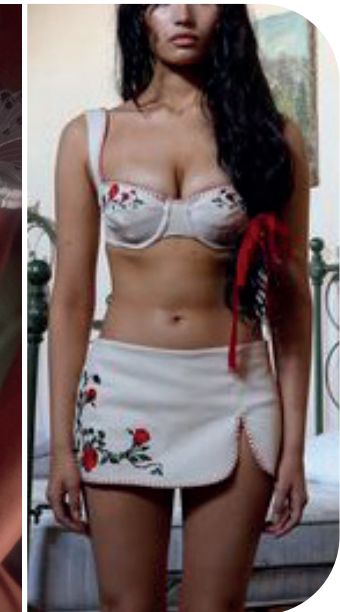
freepeople54.webp



kat the label6.png



fleurdumal\_18.png



mirror palais.jpeg



# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



### SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



### CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



### FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

## TREND BEHAVIOR

### EDGY TREND

weak signal of a potential micro trend with very high risk

### EARLY SIGN

emerging trend with growing perspective but higher risk

### SAFE TREND

announced trend with growing perspective and safe risk

### BIG TREND

trend with a big magnitude due to high commercial potential and quick adaption

### STABLE TREND

trend that is already present in the market with flat growth

### LAST CALL

trend with decreasing perspective but still having business potential

## TREND MAGNITUDE



### MANIFEST

AN ICONIC PRODUCT THAT IS A STABLE TREND OF LARGE MAGNITUDE WITH CONFIRMED COMMERCIAL SUCCESS



### INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



### TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK





## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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